

Wave

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A Message From the City Manager

Dear Community Members,

The beginning of a new year is the perfect time to announce new beginnings, and I would like to share with you an exciting change at City Hall.

City staff, with the support of the Mayor and City Council, is working hard to implement a new management approach, *Focus on Results (FOR) Long Beach*. *FOR Long Beach* will align City services with community and City Council priorities, and will pay special attention to service results. Simply put, *FOR Long Beach* will better enable us to answer the question: Are we meeting the highest priority needs of our community in the most efficient and effective way possible?

City departments have started to answer this question by developing strategic business plans, which, with input from residents, will clearly align our City's services with community priorities. In addition, departments are developing new approaches to measure their performance and track service results. With this information, the City can clearly communicate whether it is achieving desired objectives.

In an environment of limited resources, the *FOR Long Beach* effort will also create a direct link between expected performance and the budget. Continual evaluation of expenditures and results will encourage the most efficient use of limited resources and ensure those resources are allocated to the community's highest priorities.

This effort reflects a significant change in the way we do business. With better performance information, clearer operational goals, and a direct tie between budgets and results, City staff can ensure we are meeting the community's highest priorities. As *FOR Long Beach* unfolds, I believe that you will gain a deeper appreciation of how your government works day-in and day-out to produce results for our community. Watch for our updates.

Sincerely,



Gerald R. Miller
City Manager

California Friendly Landscapes

Searching for alternatives to large grass lawns that contribute to the pollution of waterways and consume huge amounts of precious limited water supplies, many people in Long Beach are discovering the beauty, ease, and functionality of environment-enhancing *California-Friendly* landscapes. *California-Friendly* landscapes replace part or all of a grass lawn with beautiful California native plants and non-plant materials such as patios, walkways, and decks. Here are more reasons why people are incorporating *California-Friendly* landscapes on their property:

Save Precious Water: Your grass lawn needs about six times more water than Long Beach receives in rainfall each year, and about seven times more water required for *California-Friendly* plants.

Reduce Chemicals & Pollution: Your grass lawn requires

chemical treatments, in the form of fertilizers, pesticides, and herbicides. These chemicals not only cost money, but a portion of them wash off your landscape, enter the storm drain system, and pollute our treasured coastal waters. *California-Friendly* landscapes tend to require little to no chemical treatments.

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California Friendly Landscapes . . . continued

Simplify Maintenance: Your grass lawn requires more maintenance than almost any other type of landscape: weekly mowing in the summer, watering two-to-four times per week, fertilizing and other lawn-care work. California-friendly landscapes require dramatically less maintenance, freeing up both your cash and time.

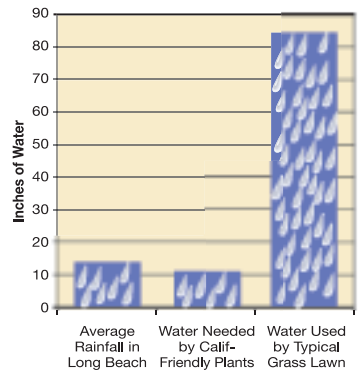
Create Habitat: Many beautiful California-Friendly landscapes create inviting habitat for butterflies, hummingbirds, and other wonderful creatures that enliven the habitat.

More Functional Space: Experienced landscape architects will tell you that the first 300 to 400 square feet of your grass lawn may beautify the home and create a useful space for play; but a lawn area greater than this rarely adds to the beauty of the home or its functionality. Excess lawn can become more functional when it's turned

into a more livable space such as a garden, or outdoor living space for relaxing, dining or entertaining.

Everyone's doing it: The Long Beach Water Department is offering free landscape classes starting February, 2006. To learn more about how you can become California-Friendly, visit www.lbwater.org, www.be-waterwise.com, or call Matt Lyons at 570.2314.

Amount of Water Each Year



IN THE NEWS...

LBGO: Two Become One

In an effort to downsize and reduce costs, the former Long Beach Energy Department and the former Department of Oil Properties have been consolidated into one new department: Long Beach Gas and Oil (LBGO). The consolidation makes operational and business sense.

LBGO has three primary business functions:

1. The natural gas utility, serving 500,000 residents and businesses in the cities of Long Beach and Signal Hill since 1924.
2. The oil operations, which manages the City's and the State's oil and gas production assets, including the four offshore oil islands.
3. The SERRF trash-to-energy power plant that disposes the refuse collected in Long Beach and converts it into electricity, generating enough to power 35,000 homes daily, which is then sold to Southern California Edison.

For more information, visit www.lbgo.org.

Attention: Long Beach Homeowners

The City of Long Beach offers qualified-owners rehabilitation loans with no points and a three percent interest rate. This low interest loan can be used to replace your roof, upgrade electrical systems and plumbing, and correct code deficiencies. This program is available to income-qualified owners of owner-occupied properties with 1-4 units on a single lot, and to owners of mobile homes. Call 570.6808 for more information.

Save the Date: Smithsonian Week

The annual Smithsonian Week will be held March 5-11, 2006. Sponsored by the Arts Council for Long Beach, a series of events will highlight Smithsonian scholars in film, dance and car culture. Call 432.5100 for details.

CAUTION: Use Heaters Carefully!

Portable heating devices are a leading cause of home fires during the months of December, January and February.

"All portable heating devices can be dangerous. Please use extreme caution when using portable heaters to heat your home this winter," said Long Beach Fire Department Battalion Chief Jeff Reeb. "Portable heating devices trigger 25 percent of all heating appliance fires, but are responsible for 75 percent of the deaths."

Keep these safety tips in mind:

- Remember the three-foot safety zone. Keep all things that burn at least three feet away from space heaters.
- Supervise children and pets when portable heaters are in use.
- When buying portable heaters, look for devices with UL labels, automatic shut-off features and heating element guards.
- Avoid using extension cords.

Please visit www.longbeach.gov for more details.

